

Tobacco Company

March 28, 1995

DM	T&D	REP
1224		
1225		
1226		
1229		
1230		
PTC	SAM	
ROM	PA	GO
RM	PC	MC
1240	1242	SAM

G.H. MOULTON  
Chain Accounts Manager

110 Lake Avenue South  
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516-724-1430  
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To: Hartford ROU  
New York Metro ROU ✓  
(For Divisions 1224, 1523, 1527)

Subject: *Mobil Oil Corp. - Displays/Value Added Program*  
(ID #0975 00 00)

Recently, I met with Mr. Brady Appleton, District Coordinator for Long Island and the Five Boroughs. Mr. Appleton has the responsibility for implementation of all merchandising and promotional programs in the "corporate stores" that include the following:

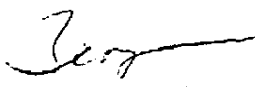
*90th Street & 1st Ave., New York City ✓	200 S. Oyster Bay Rd., Syosset
*62nd Street & York Ave., New York City ✓	Route 58, Riverhead
*60th Street & 1st Ave., New York City ✓	1610 Round Swamp Rd, Plainview
*605 Burnside Ave., Inwood ✓	L.I.E. & East Port, Manorville
*Route 110 & Jericho Turnpike, Huntington	Rte. 38 & N. Sea Rd, Southampton

\* Soon to receive a cigarette license.

Mr. Appleton has requested our Sales Representatives contact *all Station Managers* and review RJR Merchandising and Promotional Programs. The National Contract and Plan-o-grams for the corporate stores are attached and are self-explanatory. Since the Station Managers are responsible for profit and loss, they will be very receptive to implementing our Full Price and Savings Display Programs. If a new display is required, please contact me and, *if a contract is placed, it is the Sales Representative's responsibility to submit the 7101 to the ROU to ensure contracts and payments are updated.*

In addition to the Merchandising Programs, please review our Value Added Program with all Station Managers and ensure VAP is implemented through your ROU under the normal guidelines. Attached is the form to be used.

Should you have any questions, please feel free to contact me.

  
George H. Moulton

GHM/pk  
atts. (2)

Ve work for smokers.